

receiving at least two commands at the server via the personal expert interface of the expert,
wherein a first one of the at least two commands includes a first answer to a first one of the
questions submitted from one of the at least two forums and a first instruction instructing the server
to post the first answer, and the second one of the at least two commands includes a second answer
to a second one of the questions submitted from another one of the at least two forums and a second
instruction instructing the server to post the second answer; and

routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;

posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts; and

~~receiving providing a payment, from by a third party associated with a third party product or service, for to fund access to the network site for by one or more of the plurality of users submitting one or more of the at least two questions, the third party being associated with a third party product or service.~~

2. (currently amended) The method of claim 1, wherein said payment represents access fees required for the one or more users to access the network site.

3. (original) The method of claim 1, wherein the third party is one of a medical insurance provider, a drug manufacturer, and a health maintenance organization.

the third party providing an additional benefit for the one user, the additional ~~wherein the~~
benefit comprising comprises at least one of ~~access to the forum, payment of a fee for accessing the~~
~~network site,~~ a discount on a product, a medical treatment, a drug, an insurance premium, a
deductible, or a co-payment contribution.

10. (currently amended) The method in accordance with claim 8, wherein ~~said benefit~~
~~comprises~~ the one user obtains access to the interactive network site by redeeming one or more
points credited to the one user by the third party, wherein the one or more points have been credited
to the one user as a result of the one user's consumption of a third party product or a third party
service crediting the user at least one point following a consumption of the product service by the
~~user, said point being redeemable towards at least one of a visit to the network site or another~~
~~network site and a visit to a forum.~~

11. (canceled)

12. (currently amended) ~~A method for funding an interactive network site hosted on a~~
~~server, comprising the steps of:~~

~~providing a question and answer forum on the network site for access by a plurality of users~~
~~and a plurality of experts, the forum having a topic;~~

~~receiving first and second commands generated by one or more of the plurality of users,~~
~~wherein the first command includes a first question and identifies a first expert chosen to answer the~~

~~first question, and the second command includes a second question and identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;~~

~~routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;~~

~~routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;~~

~~posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts;~~

~~receiving a payment for the provision of the forum from a third party associated with a product or service independent of the network site; and~~

The method in accordance with claim 8, further comprising the step of:

issuing a the third party providing a benefit in addition to the access-funding payment, the additional benefit concerning the a third party product or service and being provided to a fourth party other than the third party, the user, and the expert.

13. (previously presented) The method in accordance with claim 12, wherein the third party is a drug manufacturer and the fourth party is one of a health maintenance organization and a pharmacy.

14. (previously presented) The method in accordance with claim 13, wherein the benefit to the fourth party is a discount on a drug.

15. - 22 (canceled)

23. (currently amended) The method of claim 8, wherein the first command is identified as representing a request for a second opinion and the third party product or service is one of a medical product or a medical service, ~~the third party product or service relates to the field of medicine,~~ further comprising the step ~~steps~~ of:

receiving the user's request for a second opinion corresponding to the topic from an expert;
and

the third party providing the one user with a discount on the third party product or service

~~the medical cost from the third party, based on the request for the second opinion.~~

24. (currently amended) The method in accordance with claim 23, wherein further comprising receiving the second opinion from the other expert is at least one of an insurance case manager, a representative of the third party or a medical professional.

25. (currently amended) The method in accordance with claim 8 [[24]], wherein the first command is identified as representing a request for peer review, further comprising the steps of:

the server receiving a first answer to the question via the personal interface of the one expert; and

the server routing the first question and the first answer to the personal expert interface of the other expert for peer review of the first answer ~~further comprising receiving a peer's review of the second opinion provided by the expert.~~

26. (currently amended) The method in accordance with claim 24 ~~[[25]]~~, wherein the other expert peer is at least one of an insurance case manager, a representative of the third party or ~~and~~ a medical professional.

27. (currently amended) The method in accordance with claim 23, wherein the discount is applied to medical cost ~~comprises~~ at least one of a medical insurance premium, a drug treatment, or ~~and~~ a medical treatment.

28. (currently amended) A method for funding at least one ~~an~~ interactive network site hosted on a server, the at least one interactive network site providing answers from an expert to at least two questions posed by a plurality of users via at least two client interfaces, each of the at least two client interfaces being identified to the plurality of users as a forum on a predetermined subject matter of the forum, whereby one or more users may choose to visit a forum, the expert being presented simultaneously in each of the at least two forums, the method comprising:

~~providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts, the forum having a topic;~~

receiving at the server at least two questions, the at least two questions being submitted via the at least two forums in which the expert is simultaneously presented ~~first and second commands~~

displaying a banner advertisement for a third party on a page of at least one client interface
~~the network site~~ accessed by the plurality of users ~~one or more~~ users; and

~~receiving~~ providing a fee payment for the banner advertisement by the third party, wherein
the fee payment is determined by a monitoring of traffic on ~~based on a~~ number of users accessing
the network site by the server.

29. (currently amended) A method for funding at least one ~~two~~ interactive network sites
site hosted by a server, the at least one interactive network site providing answers to questions
presented by a plurality of users, the users communicating with the server via a plurality of client
interfaces, each of the client interfaces being identified to the users as a forum on a predetermined
subject matter of the forum, the forum enabling users to present questions and to view questions and
answers relating to the predetermined subject matter of the forum, the method comprising the steps
of:

~~providing a question and answer forum having a topic simultaneously on the two network~~
~~sites hosted by a server for access by a plurality of users and a plurality of experts, wherein each of~~
~~the network sites has less than all experts in common with the other site;~~

generating at least two fora by the server on the at least one interactive network site;

receiving a question at the server presented by a user accessing a first forum at one of the at
least one interactive network site ~~first and second commands from at least one of the two sites,~~
~~generated by one or more of the plurality of users, wherein the first command includes a first~~
~~question and identifies a first expert chosen to answer the first question, and the second command~~

~~receiving~~ providing a payment by a third party, wherein the third party is from a third party
~~for provision of the forum on a sponsor of at least one of the first forum or the second forum at~~
~~least one of the two sites for which the third party is a sponsor.~~

30. (currently amended) The method in accordance with claim 29, wherein the at least one expert is presented simultaneously as an expert in at least the first forum and the second forum ~~each network site has at least one expert in common.~~

31. (currently amended) The method in accordance with claim 30, wherein the question requests a second opinion in regard to a medical treatment being received by the user, and the at least one the common expert is a peer reviewer ~~peer review personnel~~ applying review criteria selected by the third party sponsor for providing the second opinion.

32. (currently amended) The method in accordance with claim 30, wherein the question requests a second opinion in regard to a medical treatment being received by the user, and the at least one the common expert is a peer reviewer ~~peer review personnel~~ applying review criteria established independently of the third party sponsor for providing the second opinion.

33. (currently amended) The method in accordance with claim 30, wherein the ~~common~~ at least one expert is one of an employee or ~~and~~ a contractor of the third party sponsor.

34. (currently amended) The method in accordance with claim 30, wherein the third party sponsor is a pharmaceutical manufacturer and the at least one ~~two~~ interactive network ~~site networks~~ sites includes ~~are~~ at least one of a drug retailer network site sites ~~and~~ or a health maintenance organization network site sites.

35. (currently amended) A method for funding at least one a plurality of interactive network sites site hosted by a server, the at least one interactive network site providing answers to questions presented by a plurality of users, the users communicating with the server via a plurality of client interfaces, each of the client interfaces being identified to the users as a forum on a predetermined subject matter of the forum, the forum enabling users to present questions and to view questions and answers relating to the predetermined subject matter of the forum, the method comprising the steps of:

the server generating at least two forums in the at least one interactive network site;
~~providing a plurality of question and answer fora for access by at least one user and at least one expert, each of the fora being generated at least one of the plurality of interactive network sites;~~
~~receiving a question from a user accessing the forum of one of said plural interactive network sites;~~
~~identifying an expert chosen to answer the received question;~~
~~routing the question to the chosen expert;~~
~~receiving a response by the expert to the question, and a command signal selectively identifying at least one of the plurality of fora at which to post the response;~~

~~posting the response generated by the expert at the identified fora based on the command~~

signal; and

the server sending a question presented by a user accessing a first one of the at least two forums to a first expert via a personal expert interface of the first expert, the personal expert interface of the first expert being a web page unique to the first expert on which the question is displayed;

the server receiving a first response to the question from the first expert, the first response
including an answer to the question and a first instruction to post the answer to the question;

the server posting the answer to the question to the first forum accessed by the user to present the question; and in response to the first instruction, further posting the answer to the question, according to the first instruction, to a second one of the at least two forums, at which the question was not presented by the user; and

~~receiving a third party providing a payment from a third party associated with at least one of the fora for funding the posting of the response, the third party identified as being associated with at least one of the at least two forums.~~

36., 37. (canceled)

38. (currently amended) The method in accordance with claim 61 35, wherein the second expert is a peer reviewer and the supplemental answer provides a review of the first response to the question from the first expert further comprising the steps of:

